MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1 2022/ 2023 (TERM ID 2210 & TERM ID 2215)

DSM 5117 – INTRODUCTION TO STAKEHOLDER MANAGEMENT

(Diploma in Applied Communication)

15 FEBRUARY 2023
9:00 a.m. – 11:00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS:

1. This question paper consists of **TWO** printed pages including the cover page.
2. Answer **ALL** questions in essay format.
3. Write **ALL** the answers in the answer booklet provided.

SECTION A: ESSAY QUESTION [100 MARKS]

Instruction:

Answer all the questions in **COMPLETE** sentences in this section. Your answer should be between **200-250 words for each question**. Write your answer in the answer booklet provided.

Question 1

Identify and explain **FIVE (5)** stages of stakeholder engagement framework proposed by Krick et al., (2005) with a relevant example for each stage.

(20 marks)

Question 2

Identify and discuss the **FOUR (4)** components of Carroll's (1991) corporate social responsibility (CSR) pyramid model by providing **TWO (2)** relevant examples for each component.

(20 marks)

Question 3

Employees are important stakeholders of an organisation.

Identify and discuss the **TWO (2)** main approaches how employees can be motivated by using Herzberg Two-Factor Theory and provide **TWO (2)** relevant examples for each approach.

(20 marks)

Question 4

Identify and discuss **FIVE (5)** strategies that an organisation should carry out in handling the media as a stakeholder. Give **ONE (1)** relevant example for each strategy to support your answer.

(20 marks)

Question 5

Identify and discuss **FIVE (5)** consumerism issues related to the customers as one of the stakeholders and provide **ONE (1)** relevant example for each issue to support your claims.

(20 marks)

End of Paper